and be in a position to choose which version you prefer. If you would like us to give the survey questions a final check, please call.

2) Normally PSC would handle undeliverable keying. However, given the volume of this program we decided to get bids from 5 other outside vendors. IDC came in with the lowest bid ($20/M) versus PSC ($49/M).

3) LBCo is putting in final database counts tonight and will require your sign-off today. Richmond IS will then pull the data tapes off-line so as not to disrupt any on-going brand programs. Richmond is aware of the lettershop deadline for tapes by July 6th and will be available over the weekend in the case of any processing problems.

Please call me if you would like help reviewing the database counts or final survey. (x3491)

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Note for Maggio, Melinda

From: Suter, Norma

Date: Thu, Jul 1, 1993 9:12 AM

Subject: Update on Mailing X

To: Berman, Karen; Buonaventura, Maria; Eibon, Jeanne; LeVan, Suzanne; Maggio, Melinda; Murphy, Virginia; Schwartz, Linda

Hi everyone--

Here's what I know. I brought the keylines of the stationary and outer envelope to Ginny Murphy yesterday in Legal where we both signed them. The changes that I'm aware of on the keylines are:
1) removing the asterick on the bottom of the discount letter. It is my understanding that since the letter says " Actual retail prices will vary depending on your area" in the text, that we don't need this. Ginny, please confirm that to Suzanne.
2) There are minor changes on the survey, including adding the top half of question 12, add ing a ? where we forgot one, and changing the word alliance to group.
3) Steve Parrish is looking at the letter copy as I type. All changes should be communicated to LBco via Suzanne LeVan.
4) Ginny and Maria B.--There are copies of the keylines in my office. Should I have had Maria B. check them for the T+n statements, or did you cover that off with your signature, Ginny? If yes, please check the copies on my desk, and again, if there is a problem, talk with Suzanne.
I'm in Chicago with Leo B. all day. My secretary, Kelly, can reach me there if you need me. Kelly's extension is 3493. Thanks, Norma

2041838904

Note for Maggio, Melinda

From: Eibon, Jeanne

Date: Wed, Jun 30, 1993 11:57 AM

Subject: Corporate Mail Project

To: Suter, Norma

Cc: LeVan, Suzanne; Maggio, Melinda; Schwartz, Linda

Norma,
In a follow-up to our conversation this morning, we have been focusing our efforts on three areas with regards to this Corporate Mailing:
1) Development of the Requal survey and securing legal approvals on survey questions.
2) Managing all undeliverable processing.
3) Interface with Richmond IS to ensure that data tapes were delivered on time without delaying any on-going brand programs.

The status of the above items is as follows:
1) All survey questions were finalized yesterday. Corporate Affairs requested a change in the wording of their Advocacy questions. Our direction to LBCo was to set the mechnical 2 ways: as originally provided by Corporate Affairs, and with the new wording. We requested it be set both ways so that you would receive the mechanicals today as scheduled

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